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A1

Marc E. Davis

Sally N. Rosenthal

At page 8, line 25, after "content data" (second
occurrence), insert --update--;
line 27, after "the" (first occurrence), insert
--content data--.
At page 14, line 3, after "data", insert --that--;
line 17, after "segments,", insert --or--.
At page 33, line 29, after "instructions", insert --330--.
At page 34, line 4, ~~delete~~ "within the set of";
line 5, delete "content data".

IN THE DRAWINGS

Applicants request permission to amend FIG. 3B as indicated
in red on a copy of FIG. 3B that is enclosed with this
Preliminary Amendment.

IN THE CLAIMS

Please cancel Claims 1-67.

Please add the following new claims:

68. (New) A method for engaging the peripheral attention of
a person in the vicinity of a display device, comprising the
steps of:

providing one or more sets of content data to the
display device and/or to a content display system associated
with the display device;